



**Society of  
North American  
Goldsmiths**

SNAG  
Monthly Board Meeting  
Tuesday, July 14, 2015  
12:00pm - 1:00pm EST

**GREETINGS:**

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 12:00pm on July 14th, 2015 by Nicole Jacquard, President.

**PRESENT:**

Gwynne Rukenbrod –Executive Director  
Nicole Jacquard - President  
Renee Zettle-Sterling - Past President

Dominique Bereiter (A)  
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Angela Bubash (E) – Metalsmith Editorial Advisory Committee  
Kat Cole (E)  
Dianne Debeixedon (E) - Education  
Brian Ferrell (E)  
Brigitte Martin (A) - Community Liaison, Fundraising Chair, PDS Liaison  
Lauren McAdams Selden (E) - Archiving, Strategic Planning  
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison  
Tedd McDonah (A) - Conferences  
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

**ABSENT:** Anne Havel – Treasurer  
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison \*Maternity Leave  
April Wood (E)

**MISSION MOMENT: Renee**

*The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.*

Renee pointed out that the conference does all of the things listed in our mission really well. She noted the strong positive vibe at the conference this year and felt the Critical Conversations Convening were a worthy programming addition that reinforced our mission.

**SNAG BOD Meeting Minutes July 14, 2015 page 2**

**ANNOUNCEMENTS:**

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

b. Reminder to Fill out Survey from Carlo

The new board members as well as board members wanting to redo this survey were reminded to complete the survey **no later than July 20th at 5 pm EST.**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Committee Reports: Fundraising - Brigitte/Gwynne</b></p> <p>Fundraising Efforts Surrounding the Conference</p>	<p>Gwynne updated the Board on the fundraising efforts surrounding the Boston conference. These numbers are approximations. Anne and Gwynne will report the concrete numbers to the board next month.</p> <p>So far the conference looks to be successful with a profit of about 35 to 40K. Gwynne negotiated a discount from the hotel and audio/visual for a savings of approximately 9K.</p> <p>Fundraising efforts from the Trunk Sale were noteworthy with \$12,844 raised for SNAG. This was \$5,344 more than the anticipated \$7,500.</p> <p>Other approximate numbers from conference fundraising events include:            \$8,268 Silent Auction            \$1,785 Tool in the Hat            \$3,500 Exhibition in Motion            \$2,920 Links            \$2,152 VIP event            \$5,140 Raffle</p>	<p>Anne/Gwynne</p>

**SNAG BOD Meeting Minutes July 14, 2015 page 3**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Committee Reports: Fundraising - Brigitte/Gwynne cont.</b></p> <p>Fundraising Committee Projects and Development</p> <p>Record Keeping</p>	<p>Brigitte has spoken with all the new board members about the fundraising roles and responsibilities of the Board and how groups will be coordinated after the results of the survey from Carlo Cuesta are compiled.</p> <p>The Fundraising Committee is looking into proposed projects and their feasibility. Ideas include new perks for the giving campaign, SNAG video, multiple VIP events, computer/phone skins, etc.</p> <p>Also discussed was the possibility of a sponsored membership ambassador kit. This could be connected to a discounted membership for the ambassador. Social is going to add a line to the membership/donation form to enter the name of the recruitment person. This will help to track the efforts of the board.</p> <p>Noted was the need for specific donor software to help with future development. Gwynne will introduce some software programs at the Fall Board Meeting.</p> <p>Next Fundraising Committee meeting will be Monday, July 20th at 11:00am EST using the SNAG conference call line. All Board members were welcomed to attend, and directed to contact Brigitte if interested.</p>	<p>Gwynne - October</p>
<p><b>Current Issues of the Moment: SNAG next - Gwynne</b></p> <p>Updates on Planning</p>	<p>The SNAGnext programming planning committee includes Megan Auman, Meghan Patrice Riley, Beverly Tadeu and Brigitte Martin. A strong application pool was noted along with invitational possibilities.</p> <p>Hotel costs for Asheville are high due to tourism and Gwynne is in negotiations with two locations to get the most reasonable fees for our group needs. Transportation options are also being investigated.</p>	

**SNAG BOD Meeting Minutes July 14, 2015 page 4**

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Current Issues of the Moment:</b>  <b>SNAG next - Gwynne cont.</b></p> <p>Updates on Planning</p>	<p>Although we are saving money on travel expenses, noted were the details normally taken care of through MALC have proven challenging and time consuming for the Executive Director and SNAG will be investing a similar amount of money for the local meeting planner for fewer services.</p> <p>Approximately 12 locations are interested in participating in the exhibition crawl night and a partnership with Local Cloth is in development for the Exhibition in Motion - <i>Exchange: Fashioning Intersection</i>.</p>	
<p><b>Current Issues of the Moment:</b>  <b>Exhibition Planning Committee - Jim/Gwynne</b></p> <p>Emerging Curators Program in the field of Jewelry and Metals</p>	<p>The board discussed the document circulated by Jim outlining the rules and procedures for a new SNAG grant that will offer up to \$2,500 per year to assist an emerging curator(s) in executing an exhibition focused on jewelry and/or metalwork. Noted was that the Windgate foundation found this endeavor exciting and would possibly consider supporting it at a higher level.</p> <p>Details were discussed including the term “emerging” being applied to curators outside of the metalsmithing world, submission image requirements, recordkeeping/receipts/report, how the entries are juried, eligibility, catalog requirement/archival material, how the money is distributed and a timeline for exhibition to have happened.</p> <p>Comments will be taken back to the committee to assist in finalizing the document.</p>	<p>Jim</p>

Watch for a Doodle Poll to determine the date/time of the August BOD meeting.

Please remember to make yourselves as available as possible for ease in scheduling such a large group.

Meeting was adjourned at 1:14pm EST